



KNXV

**KNXV-TV
PHOENIX****ORDER**

Print Date 08/29/12 Page 1 of 3

Flight Dates 08/28/12-09/03/12Contract / Revision 309081 /Original Date / Revision
08/29/12 08/29/12Advertiser Arpaio / Republican / SheriffAgency SRCP MediaBuying Contact201 N Union Street - Suite 200
Alexandria, VA 22314Product
Arpaio for SheriffAgency Com 15%Billing Contact201 N Union Street - Suite 200
Alexandria, VA 22314Sales Office EWSDCSales Region NATAgency RefOrder Sep 00:20:00Estimate # 220Alt Order #Billing Type CashOrder Type GENERALBilling Cycle EOM/EOCBilling Calendar BROADCASTDemographic A25-54Rev Codes POL POL CANDProduct Codes PLPriority P-1Advertiser RefPrimary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 13% Market Value 139423

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	17%	23701
KPNX	19%	26490
KPPX	%	0
KSAZ	25%	34855
KTVK	26%	36250
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals**Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	37	\$15,406.25	\$18,125.00	0.00	08/27/12	09/03/12	37	\$15,406.25	\$18,125.00
Totals	37	\$15,406.25	\$18,125.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	KNXV	08/28/12	08/31/12	M-F 7-9am M-F 7-9am	CM	7am-9am	-TWTF--	:30	4	\$225.00	P-3	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-TWTF--					4	\$225.00		0.00			
2	KNXV	09/03/12	09/03/12	M-F 7-9am M-F 7-9am	CM	7am-9am	M-----	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----					1	\$225.00		0.00			
E 3	KNXV	08/28/12	08/31/12		CM	4pm-430pm	-TWTF--	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00



Contract / Revision 309081 Flight Dates 08/28/12-09/03/12

Hiatus Dates

Original Date / Revision 08/29/12/ 08/29/12

Order Sep 00:20:00

Advertiser Arpaio / Republican / Sheriff Product Arpaio for Sheriff

Estimate # 220

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
M-F 4pm-430pm 4PM News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/27/12	09/02/12	-TWTF--					2	\$350.00		0.00		
4	KNXV	09/03/12	09/03/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	M-----	:30	1	\$350.00	P-3	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	M-----					1	\$350.00		0.00		
E 5	KNXV	08/29/12	08/31/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	--WTF--	:30	3	\$450.00	P-3	0.00 NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/27/12	09/02/12	--WTF--					3	\$450.00		0.00		
6	KNXV	09/03/12	09/03/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	M-----	:30	1	\$450.00	P-3	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	M-----					1	\$450.00		0.00		
E 7	KNXV	08/29/12	08/31/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	--WTF--	:30	3	\$450.00	P-3	0.00 NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/27/12	09/02/12	--WTF--					3	\$450.00		0.00		
8	KNXV	09/03/12	09/03/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	M-----	:30	1	\$450.00	P-3	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	M-----					1	\$450.00		0.00		
E 9	KNXV	08/29/12	08/31/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	--WTF--	:30	3	\$700.00	P-3	0.00 NM	3	\$2,100.00
Rate Revised from \$750 per LUR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/27/12	09/02/12	--WTF--					3	\$700.00		0.00		
10	KNXV	09/03/12	09/03/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	M-----	:30	1	\$750.00	P-3	0.00 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	M-----					1	\$750.00		0.00		
11	KNXV	08/29/12	08/31/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	--WTF--	:30	3	\$850.00	P-3	0.00 NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/27/12	09/02/12	--WTF--					3	\$850.00		0.00		
12	KNXV	09/03/12	09/03/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	M-----	:30	1	\$850.00	P-3	0.00 NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	M-----					1	\$850.00		0.00		
13	KNXV	09/02/12	09/02/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$850.00	P-3	0.00 NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/27/12	09/02/12	-----S					1	\$850.00		0.00		
E 14	KNXV	08/29/12	08/31/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	--WTF--	:30	3	\$350.00	P-3	0.00 NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/27/12	09/02/12	--WTF--					3	\$350.00		0.00		
15	KNXV	09/03/12	09/03/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	M-----	:30	1	\$350.00	P-3	0.00 NM	1	\$350.00

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Hiatus Dates

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Order Sep 00:20:00

Advertiser Arpaio / Republican / Sheril **Product** Arpaio for Sheriff

Estimate # 220

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
15	KNXV	09/03/12	09/03/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	M-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----					1	\$350.00		0.00			
E 16	KNXV	08/29/12	08/31/12	M-F 1102pm-1206am M-F 1102pm-1206am	CM	1102pm-1206am	--WTF--	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	--WTF--					4	\$200.00		0.00			
17	KNXV	09/03/12	09/03/12	M-F 1102pm-1206am M-F 1102pm-1206am	CM	1102pm-1206am	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----					1	\$200.00		0.00			
E 18	KNXV	08/31/12	08/31/12	Friday 8-10pm Friday 8-10pm	CM	8-10pm	----F--	:30	1	\$2,450.00	P-2	0.00	NM	1	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	----F--					1	\$2,450.00		0.00			
E 19	KNXV	08/29/12	08/31/12	M-F 11am-12pm ABC15 News at 11AM	CM	11am-12pm	--WTF--	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	--WTF--					2	\$200.00		0.00			
Totals														37	\$18,125.00